



INNOECOFOOD - Eco-innovative technologies for improved nutrition, sustainable production and marketing of agroecological food products in Africa

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Plan for dissemination, communication and exploitation activities

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SEN Sensitive, only for members of the consortium (including the Commission Services)	



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History of changes		
Version	Date	Changes
Version 0	30/06/2024	

List of acronyms

EA-AU	European Union-African Union
CC	Communication Committee
CVH	Community Virtual Hub
EATiP	European Aquaculture Technology and Innovation Platform
EFFoST	European Federation of Food Science and Technology
EIP-AGRI	Agricultural European Innovation Partnership
GFCM-CAQ	General Fisheries Commission for the Mediterranean- Scientific Advisory Committee on Aquaculture
IIPC	Innovation and Intellectual Property Committee
IUFoST	International Union of Food Science and Technology
KOs	Key outputs
KP	Knowledge Products
SETAC	Society of Environmental Toxicology and Chemistry
TRL	Technology Readiness Level 7: system prototype demonstration in operational environment.
TOR	Terms of Reference
WEFTA	Western European Fish Technologists Association

1. Executive Summary

The present document is among the first deliverables to be submitted on behalf of the INNOECOFOOD project, funded under the European Union's HORIZON Research and Innovation Actions under project number 101136739. This Plan for Dissemination and Exploitation is part of Work Package 8, on Training, Dissemination and Communication. It provides project partners and donors with guidelines and an action plan for communication, dissemination, and exploitation of knowledge generated by the INNOECOFOOD project.

The plan for communication, dissemination and exploitation will 1) define the objectives of the communication, dissemination, and exploitation actions, the language that will be used, and how to establish contact with the direct users of the project outcomes; 2) identify the target audience, objectives for communicating to them and outline the channels that will be used for these actions; 3) define actions to undertake to achieve the identified objectives along with a timeline in terms of communication tools, dissemination and exploitation strategies; key performance indices. The plan is adapted from the Grant Agreement and supported by the communication Committee TOR. To ensure maximum impact, all project partners will contribute to the implementation of the approved plan.

The Communication, Dissemination and Exploitation plan is a living document, to be updated throughout the project based on identified needs or adjustments.

2. Introduction

2.1 Background of the INNOECOFOOD project

INNOECOFOOD aims to establish innovative production/ business ECOHUBS and improve local aquaculture farms using AI and IoT in six African countries. To support EU-AU markets and trade, INNOECOFOOD will train rural farmers, youth and women to innovatively produce and process nutritious aquaculture catfish and tilapia, blue-green cyanobacteria spirulina, and insect value chains that will be processed into certified marketable human food products and feed. This farm to fork approach, reaching TRL7, will be achieved by using climate smart sustainable local resources, innovative chilling and drying processes using renewable energy, reduced water consumption and circular systems within the ECOHUB by an experienced multi-actor consortium comprising 20 partners in Europe and Africa and rural communities.

Communication and dissemination plan will be outlined all related knowledge management tools, channels, feedback loops and key messages to be disseminated to diverse audience and stakeholders. Internally, INNOECOFOOD partners will communicate through regular online and off-line workshops and progress reviews with access to all knowledge outputs and project materials on the virtual ECOHUB. Results and knowledge outputs gathered using AI sensors and IoT in the ECOHUB and living labs and Partners Institutions, will be available on the Cloud to project partners and communicated to a wider audience or stakeholders using diverse media: Project Website, targeted social media channels, educational videos, short documentaries, E-Learning, leaflets/flyers, policy briefs, booklets and TV interviews.

Effective knowledge exploitation relies on concrete knowledge management protocols. Knowledge protection is particularly important, as information regarding novel exploitable solutions, human health and



food safety such as is expected to result from the INNOECOFOOD project, can reasonably be expected to be commercially or industrially exploited. Thus, we strongly encourage all project partners to assess whether their results can be exploited, rather than immediately communicated through the traditional research publication channels.

If partners decide to communicate their results prior to (or instead of) exploiting them, the INNOECOFOOD project has set up a process through which project results will be evaluated carefully to assess whether there really aren't any potential exploitable results needing protective measures before being communicated, or results that might need to be carefully communicated if there might be a risk to consumers health. Therefore, besides the work package devoted to communication (WP8), Innovation and Intellectual Property (IIPC) and Communication Committees (CC) have been created within the management structure of the project (Figure 1).

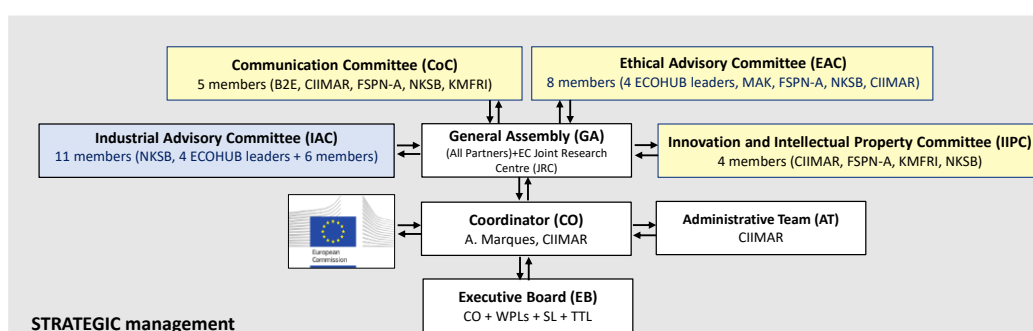


Figure 1. Strategic management structure of INNOECOFOOD indicating the interaction of the Communication Committee (CC) and Innovation and Intellectual Property Committee (IIPC) with the consortium

2.2 Objectives of Communication

The overall goals are:

- i) All materials, tools, results and knowledge outputs generated and availed in a knowledge management system accessible to all countries, and designed for wider audience to ensure the achievement of the impacts outlined
- ii) Ensure Findability, Accessibility, Reusability, Reproducibility of services, new products and materials created in the project by other stakeholders.

Through its communication, dissemination and exploitation strategy, the project seeks to achieve the following objectives:

- To raise awareness of project activities,
- To facilitate regular communication and inform the diverse audience about project progress, best practices, challenges, and other relevant information,
- To communicate and efficiently disseminate finding and results among relevant stakeholders and decisionmakers across the target countries and beyond,
- To identify the adequate and appropriate communication and dissemination channels to ensure effective communication within the consortium, with the target groups and other key stakeholders,
- To identify key messages to be promoted and delivered by the project, and
- To maximize exploitation of project's results.

2.3 Communication language

INNOECOFOOD project spans a total of eight (8) countries, who have demonstrated ability to speak English. To ensure effective communication, the project will use English language in project communication. In case of country activities, trainings and events, especially in-person, native languages are likely to be adapted, and therefore, for project purpose, a translation will be needed for the non-natives in the project to understand.

All project reports and deliverables will be submitted in English, the project’s official reporting and agreement language.

2.4 Establish direct contact with expected target users of INNOECOFOOD outputs and communicate regularly about the project and its progress to build up rapport/close links

The CC shall establish links with European, African and national agencies/authorities responsible for food communication (especially EFSA, FAO, Food Standards Agency-UK, and national food safety authorities) to ensure a communication of project outputs that the General Assembly considers relevant for stakeholders (e.g. industrials, authorities, policy makers, consumers).

PROTOCOL:

Identify target & end users (e.g. from the project database, partners’ existing contacts, and through the KOT process).

Establish contact persons (at individual level) in organizations.

Communicate regularly about the project and its progress to build up rapport / links and create interest.

3. Our intended target audiences

The INNOECOFOOD project targets a diverse audience due to its broad scope and objectives. The initiative aims to benefit a large audience. The table below summarizes each target group, objectives, dissemination content, and channels:

Target	Overview of the target	Objective	Channels
Regional, national and local governments	This group includes policy makers for rural development, FNSSA and AU, EU, UN	<ul style="list-style-type: none"> - Provide data and research to influence evidence-based policy making. - Strengthen partnerships and government support. 	High-level convening events, policy briefs, policy event, project factsheets, final recommendations in deliverables, general dissemination, press releases and media.
Education and Knowledge institutions	These include: universities, vocational/technical/educational training centers and scientific organization	<ul style="list-style-type: none"> - Foster knowledge exchange and learning. - Promote exploitation of project results. - To increase advanced research and 	Technical reports, publication in local and international peer reviewed journal, policy briefs booklets, leaflets, facts sheets trainings,

		development to support agro-ecological farming amongst youth and women	demonstration workshops, E-Learning platform, conference presentation, food fairs
Aquaculture farmers: women and youth	Rural youth and women involved in agribusiness	<ul style="list-style-type: none"> - To increase adoption of Agro-ecological farming/food production innovations and technology by locals to establish further ECOHUBS in rural settings. - To increase access to alternative cheap nutritious, safe food and reduce incidences of protein deficiencies and related health problems among the youth, women and children. - To reduce environmental damage from sustainable farming 	Trainings and demonstration workshops, E-Learning platform, media, culinary events, market days
Public and private Sector	They include providers of funding, investors support and demand for Agro-ecological innovations and AI and IoT	<ul style="list-style-type: none"> - To increase financial independence/security for farmers. - To strengthen public and private partnership for upscaling and sustainability of the ECOHUB services - To improve aquaculture in lakes and rivers with AI sensors and IoT 	High level convenings, media, News letters, facts sheets, YouTube, blogs and social media posts
Schools	These are primary and secondary school pupils, students, teachers, parents and support staff	<ul style="list-style-type: none"> - To increase transfer and adoption of Agro-ecological farming/food production innovations and technology by locals - To enhance behavior, change communication. 	Media, hub demonstrations videos\ presentations, Learning tours
Innovation Ecosystem Stakeholders	These are private and public business support organizations, innovation intermediaries/agencies, clusters, food industries in Africa and Europe	<ul style="list-style-type: none"> - To strengthen public and private partnership for upscaling and sustainability of the ECOHUB services. - To increase efficiency and supplies of fish, spirulina and insects for food and feed. 	Learning platform, conferences, media, peer reviewed journal, policy briefs booklets, leaflets, facts sheets, website,

		- To increase development of conventional and novel food from the above value chain, certified for trade.	
Media	These are media outlets such as radios, television stations and news papers.	- To increase adoption of Agro-ecological farming/food production innovations and technology by locals. - To increase publicity of new findings in the project	Reach out to media stations for event coverage or interviews.

Key messages will be provided as the project implementation progresses for the above target audience.

4. Communication Tools

4.1 Visual Identity

4.1.1. Project logo

A project logo has been developed to facilitate project identification, visibility, branding and recognition of the project. The logo vectors will be included in all projects promotional material including the social media, website, merchandise etc. It will facilitate recognition by the audience regardless of the communication channels and platforms that will be used for visibility around the project. The logo architecture is made up of acronym name element, innovation icon, water element, spirulina, locust for insects, two fish which are key components of the project.



4.1.2 Reference logo

The European flag (emblem) and funding statement (Funded by the European Union), acknowledging EU support will be displayed on all project infrastructure and communication materials. The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text.

When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.



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Protocol-Logo placement

To ensure uniformity in logo positioning, below are guiding pointers:

1. All the provided logos can be used depending on circumstances such as background of where they placed. Can be on documents, branded materials or media.
2. For official documentations, use the original logo as a preference. Where circumstances don't allow, meaning loss of visibility of the logo, use the black or white versions.
3. It should be placed at the top Centre for documents shared internally in the consortium. The European Union logo to be placed at footer left end with grant agreement number on the right.
4. On excel sheets, at the header, place the project logo at the initial position followed by the horizontal European Union logo version.
5. Mock ups are provided for logo placement for branded materials such as pens, note books and t-shirts.
6. Templates for social media and power point presentation have been developed and disseminated for use.
7. CC Chair FSPN-Africa will check whether the Partners intending to disseminate have obliged to Grant Agreement Article 17.
8. Partners responsible for a communication or dissemination of results shall include the EU emblem and disclaimer text, and FSPN-Africa and other CC members cannot be held responsible for any consequences related to any communication or dissemination of results not carrying the EU disclaimer.

According to Article 17.2 of the Grant Agreement (Visibility — European flag and funding statement):

“Unless otherwise agreed with the granting authority, communication activities of the Partners related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate): Funded by the European Union or co-funded by the European Union.”

Moreover, according to Article 17.3 of the Grant Agreement (Quality of information — Disclaimer):

“Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate): “Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.”

- **Templates for consistency.**

The project has provided templates for social media, power point and dissemination activity for conformity and consistency. The dissemination activity template will be used by the communication contact person to

provide detailed information about upcoming, ongoing and past events for publicity on communication platforms.

4.1.3 Project banners

The project will design a standard roll-up banner which will be used during internal and external events and will serve to present and promote the INNOECOFOOD Project. Roll up banners will be used by partners during launches of different work packages, training activities, workshops or conferences.

The standard banner will contain project goal, objectives and consortium logos. Partners can also customize other banners that publicize their activities.

4.2 Website

A website has been dedicated for the INNOECOFOOD Project and is already set up, undergoing minor updates. A project website is live and will play a key role in enhancing project visibility for the INNOECOFOOD.

The website has multiple roles as:

- A communication resource to promote the project, its objectives and partnership.
- A communication resource to update interested parties on progress, results and outcomes.
- A repository for deliverables and outcomes to the public.
- Dissemination of project and related events.
- A link to the e-learning platform.
- Provide information on the Ecohubs and Living Labs.

The public project website is visually attractive and informative. New visual media and dynamic outreach products are and will be used (i.e. videos, animations, interactive tools, newsletters, etc.) on the website.

Key features of the website will be updated regularly and include:

- **Homepage:** will display overall information about the project from different sections and provide to those individual pages.
- **About:** provides information about what the project aims to achieve and the approaches that are being employed.
- **Ecohubs page:** will host information on the location of Ecohubs and Aquaculture Living Labs and updates of ongoing activities.
- **Partners:** houses partners information, displaying summary information of their institutions, their roles in the project, specific objectives, Team members and their roles in the project.
- An **Events calendar:** includes all the events organised by the INNOECOFOOD consortium as well as events where INNOECOFOOD beneficiaries are going to be represented and any other events of interest to the consortium, e.g. IUFoST; EFFoST. They include; kick off workshops, seminars and conferences.
- **News and Media section:** regularly updated throughout the project's lifetime with news about the project as well as external news relevant to INNOECOFOOD. It houses all dissemination products and activities including open access scientific papers, articles, press releases, success stories and fact sheet.

- **Community:** hosts Community Virtual Hub, a digital powerhouse providing tailored training for rural farmers, youth, and women in the Ecohubs.

Protocol

- FSPN Africa will set up and manage the INNOECOFOOD public website (www.innoecofood.eu) including regular updates. Beneficiaries wishing to upload materials, news or events to the website should contact (benadict.isiaho@fspnafrica.org).
- Beneficiaries are requested to include a link to the INNOECOFOOD website on their own institution websites, projects section.
- Beneficiaries should share their bios and team members contributing to the project with their roles. On dissemination, a template is provided for the sharing their information for timely publications. The activities in blogs by partners should be shared for concurrent publications.
- This applies for events as well. Partners to share their events details 1 week to the event and if they have posters ready, they can share as well.
- The project will be recognizing partners when they share updates of upcoming activities, dissemination or project activity reports/articles and omit the person who did the compilation. Additionally, INNOECOFOOD authors of guest articles/blogs on topical issues related to the project when presented for publication on the project website.

4.3 Social Media

The social media are part of the INNOECOFOOD platforms that will be used to communicate relevant information or news along the period of the project. LinkedIn page, Facebook and X pages were created during the project inception: [INNOECOFOOD](https://www.innoecofood.eu), [Innoecofood](https://www.facebook.com/innoecofood) and [@INNOECOFOOD](https://twitter.com/INNOECOFOOD)

High quality photos, posters and short videos will be used to communicate to wider audience on the project milestones and activities. While Facebook, Instagram and X will be oriented towards the general public, LinkedIn will be oriented towards professional stakeholders of relevance to the project activities, including food security and nutrition experts, technology experts, policy makers and researchers.

PROTOCOL – Social Media

- Ensure the content you are sharing is yours to share as a partner. If not, acknowledge the source accordingly.
- Ensure there are no Intellectual Property (IP) issues.
- Photos from partners on projects activities will have the project template for posting on the project SM.
- Partners can customize the templates to their internal branding but ensure the EU emblem and project logo are placed at the bottom of the post and are visible.
- In the situation of a poster for an upcoming involving consortium partner, project logo and EU logos will be used alongside the contributing partners logo. Check on **PRIOR NOTICE PROCESS – PROTOCOL in the Annex.**
- LinkedIn and X accounts will also use relevant hashtags to facilitate retrieval of information and amplify the reach of disseminated information. Some of these hashtags will be: #SustainableAquaculture #Ecofriendlyproducts #RenewableEnergy. To partners, Tag or refer to INNOECOFOOD and utilize other #'s related to the project.
- Use the recommended emblems to acknowledge EU funding as illustrated on the template. Tag European Union on social media posts.
- Make information available quickly.
- Staff from consortium partners can make posts on their personal accounts to amplify messages and project visibility.
- Folder will be created with subfolders for each partner where they will be uploading dissemination activities and related evidence or materials in the **SYNOLOGY.**
- For rapid posting, ensure the consortium communications Lead and/or CC is in copy with what is to be relayed out. An abstract should be shared before the activities such as events referenced to 45 days' notice and dissemination activity shared immediately after happening to ensure simultaneous publication of the same to enhance consistency.
- Posting frequency will be guided by the amount of information shared by partners for publicity purpose.

Social Media Code of Conduct

- Do not use offensive language, argumentative or illegal content etc.
- Protect yourself against internet/social media bots by, blocking known bad bots; enable CAPTCHA where necessary; monitoring traffic spikes and login attempts;
- Do not engage with online trolls.
- Be vigilant of (targeted) spam and phishing and do not open suspicious messages.
- Make yourself familiar with the privacy and data protection policy of the social media platform you are using.
- Be aware of the risks of social media!

For more information and guidance on the use of Social Media please consult the EC publication: 'Social Media Guide for EU funded and R&I projects':

https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/social-media-guide_he_en.pdf



4.4 Newsletters

INNOECOFOOD e-newsletter will highlight project results and include project news, external news and relevant information on the innovations in the project. The e-newsletter will be sent to:

- Project beneficiaries
- Stakeholder contacts
- Any other interested individuals

Protocol

FSPN-A shall develop and distribute INNOECOFOOD biannual newsletters, but input from Partners regarding project Foreground is required regarding ideas and content. Inputs should be sent as indicated in the **IIPC and CC TOR** (See Annex) i.e. 45 days' notice is provided to allow sufficient time for screening, review and recommendations. The CC has a maximum of 10 calendar days (for a dissemination or communication activity, a poster or oral presentation) to complete the assessment from the Communication perspective. All contributing Parties will be given prior notice of planned publication, in order to allow for review and feedback guided by the CC. In case one has an objection, the objection should include a precise request for necessary modifications. Beneficiaries are expected to send the newsletters to their own contacts and networks for optimum distribution and dissemination.

4.5 Key messages

Key messages will be short for easy understanding. They will provide key data updates on policy, nutrition and trends and promotes the consumption of the aquaculture, insect, spirulina and black soldier flies as well how these products are farmed.

Each target audience requires a specific strategy for communications. For the general audience, including consumers, youth, women, parents, producers, the goal is to foster awareness and interest in transitioning to utilization of Eco-innovative technologies for improved nutrition, sustainable production and marketing of agroecological food products. To achieve this objective, it is important for the project to take into consideration the different socio-economic and demographic contexts of the target population and deliver messages that are relatable, easy to understand, and appealing.

Key messages will be short and address key outcomes; Sustainable production, Innovative food and feed products Marketing of food and feed products from different work packages. We will also draw messages from publications and policy briefs of the project and from related programs or research deemed relevant to INNOEFOOD implementation and audience utilization.

These key messages will be disseminated through a combination of channels, including social media, radio broadcast, campaigns, and many others to ensure maximized dissemination.

4.6 Success stories and blogs

Success stories are short stories aiming to demonstrate project results, with a focus on the difference the project has made on the lives of project participants.

Protocol

- Success stories will highlight stories from participants, using their own voice with the integration of real quotes from the person being featured. These stories may be written or captured through videos.
- Written success stories should not exceed 5,000 characters and will integrate images of the participants and related activities.
- Written success stories will be showcased on the project's website and links will be shared via the project's and consortium members' social media accounts (Facebook, LinkedIn, and X).
- Videos will be uploaded on the YouTube account and shared via the website and social media platforms.
- Blogs will be written after activities by partners communication contact persons and shared in dissemination activity template to benadict.isiaho@fspnafrica.org for review and publication on the website. E.g. Inception workshop, conferences etc.
- Partners are not to copy and paste information from the grant agreement and share out on their blog pages. Instead, use the grant agreement should be used as a guide and blog articles related to project roles, outcome and impact looped to the project website. The focus should be on the output and outcomes of the activity such as lessons learnt, and key messages.

5. Dissemination Strategy

Results and knowledge outputs from INNOECOFOOD will be disseminated to key stakeholders and the aquaculture value chain actors from local and international communities with the assistance of JRC: local leaders, youth and women smallholder farmers, scientists, national and regional policy makers and SMEs focusing on aquaculture products.

The project will also maximize dissemination activities and promote the use of knowledge outputs and results to farmers' organizations, academic institutions and local training centres.

The dissemination activities to be applied in the project include technical reports, publication in local and international peer reviewed journal, policy briefs booklets, leaflets, facts sheets, trainings, demonstration workshops, E-Learning platform, conference presentation, exhibitions, food fairs, market days, educational videos and short documentaries.

Diverse media for dissemination will reach a wider audience through YouTube, blogs and social media posts, the INNOECOFOOD website, participating institution websites, SARNISSA website and regional fisheries

bodies organizations with a goal to influence policy, attract key stakeholders in aquaculture, spirulina and insects' value chains.

Protocol

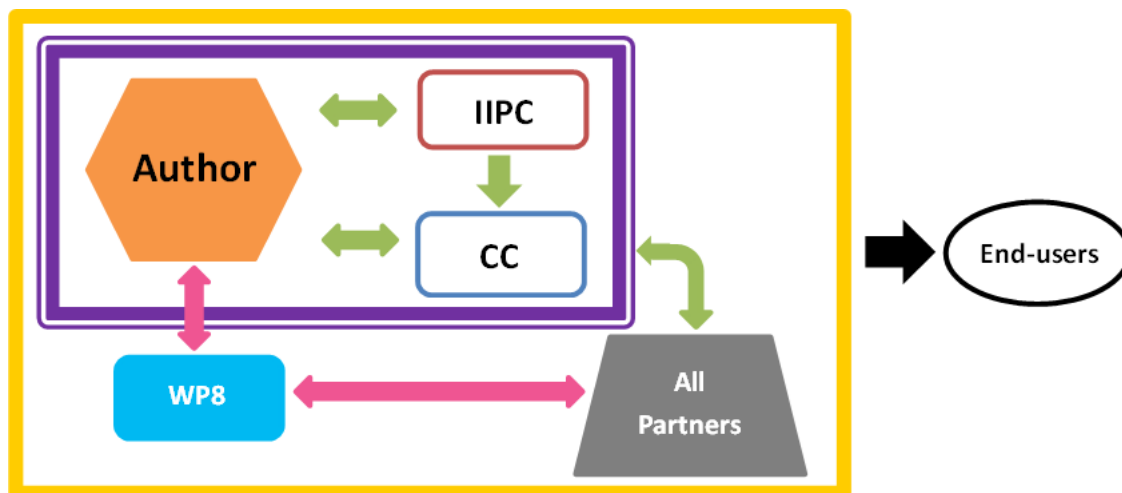


Figure 2. Summarising diagram indicating the established procedure around communication and dissemination activities (pink circuit: prior notice; green circuit: IIPC/CC assessment).

5.1 Events

INNOECOFOOD consortium members will organize several dissemination events including conferences, online events and launch events where they will present results of their works using different materials provided above.

Project and living lab kick-off In February 2024, CIIMAR hosted the mega project launch event, bringing together all consortium members over a three-day period. The launch provided an opportunity to introduce the different participating organizations, to foster greater knowledge on other work packages, and to facilitate understanding of EU rules and regulations.

The implementing partners will also follow suit in their respective countries where they will introduce the project to beneficiaries and respective government stakeholders to influence project acceptance.

Online events/webinars: Webinars will be organized by partners to highlight progress of their outcomes. This will help come up with 1st and 2nd Batch of practice abstracts at M18 and M36 respectively. Community virtual Hub will be utilized for the same especially if the information to be shared is agreed deem for open access by the public. Reports and webinar presentations will be disseminated at the end of each webinar. Webinar recordings will be uploaded on the project's YouTube and relayed on the project website, CVH and social media platforms to ensure on-demand access, even beyond the project duration. For those deemed for internal use will be restricted from the public.

Conferences: The project will organize one conference at 18 M (for collaborators and relevant projects), aiming to mobilize a wide audience and achieving remarkable outreach, and 2 conferences at 36M, will be

held in project countries to disseminate project results (technology and innovation) to scientific and non-scientific community, policy makers and local industry.

Project Foreground shall also be presented, as oral and poster presentations, etc., at major international events, such as WEFTA, SETAC, EATiP assemblies, GFCM-CAQ, Aquanor, Foodintegrity, Primefish, Aquaculture Africa, Food Hydrocolloids.

External events: In addition to project organized events, INNOECOFOOD consortium members will also attend relevant International and sector relevant conferences, meetings, etc to communicate the results of the project to the maximum number of persons.

Consortium members will look for opportunities to present the project during other EU Horizon-project activities as well as external events through invites for keynote addresses or conference/workshop at National and international levels.

The project currently intends to use the mailing list to disseminate information on upcoming relevant events.

5.2 Campaigns

These will be attached to social media, email and project sites on chosen key topics related to the project activities or to promote innovative products from the project. This can be achieved through distribution of leaflets, facts sheets, demonstration workshops, E-Learning platform, conference presentation, exhibitions, food fairs, market days, educational videos and short documentaries.

5.3 Media coverage and press release

Media coverage: The project will mobilize written media and magazines, radio, and television to ensure coverage of key project activities, especially high-level events as well as project launches. This will be done purposely to influence project uptake by the community and visibility.

Press releases: FSPN-A will take the lead in writing and publishing press releases, based on Partners' inputs and news. Press releases will be disseminated widely, and all Partners will be encouraged to distribute these at national or regional levels to ensure that industry, civil society organisations, policy-making authorities, and the wider community are aware of the project, its objectives and its outcomes.

Where Partners want to initiate writing of an article, they may proceed. They can contact FSPN-A for support in writing and editing and graphics and images, as required. Regulate how much information that can be shared out to the public.

The strategy is intended to ensure that there is publicity and media coverage at local, regional and European levels. Several existing channels and networks for disseminating news that will be used to broaden awareness of the project. For example:

- E-newsletter
- Social media channels (X, facebook)
- LinkedIn
- Relevant EC projects sites such as EIP-AGRI web site

6. Exploitation Strategy

The exploitation activities for the INNOECOFOOD will run concurrent to the dissemination activities with a focus on strengthening private and public partnership in upscaling the technological and innovative services provided and products developed in the six rural Agrobusiness ECOHUBS. The exploitable results from the INNOECOFOOD include:

- i. ECOHUB services: Aquaculture Research, Business and Innovation facilities including AI-IoT controlled innovative solar powered production and processing.
- ii. ECOHUB products: These include catfish, tilapia, high nutrient affordable fish feed, spirulina and insect protein innovative food products, fish skin gelatine and hydrolysates.
- iii. Training Modules and Educational Materials: Contextualized training content that will extend beyond the project cycle to other stakeholders.
- iv. Access to markets for the eco-farmed fish, insects and spirulina: digitally.

Protocol

Should INNOECOFOOD results be commercially or industrially exploitable and their protection possible, reasonable and justified, then the Partners that own the results must provide for adequate protection of the results for three months a three-month period in a suitable territory. Note that although IP protection is beneficial for a prospective commercial or industrial exploitation, it is not mandatory. The choice of the most suitable form of IP protection, as well as the duration and geographical coverage depends on the results at stake and related target markets, but also the business plans for their exploitation and legitimate interests of consortium partners.

6.1 Publications

When research Foreground becomes available, INNOECOFOOD Partners are encouraged to publish results in high-impact, scientific (peer-reviewed) journals, as well as in form of policy briefs. The INNOECOFOOD consortium shall comply with the Grant Agreement rules on open access publications.

The main author of a dissemination activity involving results from INNOECOFOOD will send information on the intended dissemination or communication activity to the IIPC chair (Kalvince Otieno; o.kalvince@fspnafrica.org) with a completed IIPC/CC checklist (See IIPC and CC TOR). The IIPC will do assessments consisting of:

- a. Screening, i.e. if all information required from the author is included in the IIPC/CC checklist.
- b. Review of all documents (the abstract, or the full (draft) publication or similar) to identify potentially exploitable information.
- c. Identification of potential conflicts of interest related to authorship and institutions involved, including entities external to the consortium.
- d. Confirmation, i.e. if the Foreground is from activities performed in the project or in collaboration with external entities or other projects.

After the assessment is done, recommendations will be given where necessary and documents be signed off for publication.



For more visibility and exploitation, the project publications will be on INNOECOFOOD web-site, Partners' websites and SARNISSA (Sustainable Aquaculture Research Networks in Sub Saharan Africa). Partners can also do popular versions to increase uptake by non-science community.

The Joint Research Centre (JRC) will be an associate partner, particularly the Economics of Agriculture Unit with an active role in the project General Assembly and in supporting the consortium to disseminate results of the activities developed by INNOECOFOOD.

Batch of practice abstracts will be published on EIP-AGRI web site. 2 batches are expected at M18 and M36

6.2 Knowledge Products, virtual or hard copy

Knowledge products (KP) are knowledge outputs, and refer to documents and publications capturing project activities, results and lessons learned. KPs include reports and good practices brochures, booklets, leaflets and compile knowledge that can be used and benefited from by relevant stakeholders. All approved KPs will be available on the project website and will be promoted on the different project platforms.

6.3 Exhibitions, food fairs, markets and schools

At least 8 trained youth and women from the participating countries will attend national trade fairs or agricultural exhibitions to demonstrate the climate smart technology to potential stakeholders and show new products that will be developed by the project.

Short video documentaries/films showcasing the product development processes developed and will be distributed in schools to educate them in climate-smart technologies. The videos will also be available on online platforms.

Two local market days will be selected mapped by ECOHUB leaders to support dissemination through promotion of the fish, spirulina and insect products, to strengthen the producer-client relationship.

6.4 Learning Tours and Agricultural Extension Services

The ECOHUBs will welcome learning tours by farmer serving organizations, national and regional government ministries, schools, Women's Groups, Young Farmers and SMEs supporting the value chains among other stakeholders to influence uptake technologies and innovations of the project.

ToTs will spearhead the uptake of knowledge by the community members. This includes climate smart technologies, new innovative eco-friendly products, and viable business models.

7. Gathering information on the project outcomes

WP8 will collect Knowledge Outputs generated using the KOT template and through interviews with Partners. FSPN-A will analyse the information provided and, together with the Partners, identify high potential Foreground. FSPN-A will pass these to the IIPC, following the protocol outlined in the DEP – Section 2.2. For high potential KOs for which KO Pathways will be elaborated, FSPN-A will develop Knowledge Transfer Plans that will be passed on to the IIPC for approval.

8. Establish links and communicate sensitive information to national, African and EU agencies

It is important to establish regular contacts with EU, African and national authorities on food safety and quality (ex. FAO, EFSA). Therefore, the CC will maintain the authorities informed on the development of the project dissemination on a periodic basis through the annual e-newsletters and factsheets.

Outputs considered relevant to end-users, other than commercial organisations or individuals (e.g. EU and national authorities responsible for food safety and risk communication), and not exploitable or patentable by Partners, shall be communicated to end-users. The KOT template will help identify end users for each KO and Partners involved in the KO are expected to support identification of end users at a detailed level. Where the KO concerns a scientific publication, authors shall ideally provide the publication (draft copy) or otherwise the abstract/summary. Furthermore, during events related to specific KOs, EU, African and national authorities shall be invited by the CC to attend the events.

9. Key Performance Index

Activity	Channel Used	Indicators
Communication		
Press releases	Media outlets, Project website, partners websites, SARNISSA	<ul style="list-style-type: none"> Number of press releases issued
Social Media campaigns, posts and announcements	X, LinkedIn, Facebook, Instagram	<ul style="list-style-type: none"> Number of posts
Newsletters	Email, website	Number of newsletters
Articles, blogs, news, event announcements	Project and partners' websites, SM	Comprehensive website
Dissemination		
Publications: Academia and project outcomes & impacts	Journals, conferences, Project website, partners website, EIP-AGRI web site	<ul style="list-style-type: none"> Number of publications disseminated
Workshops and Seminars	In-person, Webinars	<ul style="list-style-type: none"> Number of workshops
Media	TV, Radio, Podcasts	<ul style="list-style-type: none"> Number of appearances
Exploitations		
Stakeholder Meetings	In-person, Online	<ul style="list-style-type: none"> Number of stakeholders engaged,
Policy briefs	Project website, partners website	<ul style="list-style-type: none"> Number of publications,

Annex 1. Project Logo





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ECOFOOD

Annex 2. Innovation and Intellectual Property Committee (IIPC) and Communication Committee (CC) Terms of Reference (ToR)





INNOECOFOOD - Eco-innovative technologies for improved nutrition, sustainable production and marketing of agroecological food products in Africa

Grant agreement no: 101136739

Innovation and Intellectual Property Committee (IIPC) and Communication Committee (CC) Terms of Reference (ToR)

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1. Summary

Objectives:

INNOECOFOOD aims to establish innovative production/business ECOHUBS and improve local aquaculture farms using AI and IoT in six African countries. To support EU-AU markets and trade, INNOECOFOOD will train rural farmers, youth, and women to innovatively produce and process nutritious aquaculture catfish and tilapia, blue-green cyanobacteria spirulina, and insect value chains that will be processed into certified marketable human food products and feed. This farm to fork approach, reaching TRL7, will be achieved by using climate smart sustainable local resources, innovative chilling and drying processes using renewable energy, reduced water consumption and circular systems within the ECOHUB by an experienced multi-actor consortium comprising 20 partners in Europe and Africa, and rural communities.

Effective knowledge exploitation relies on concrete knowledge management protocols. Knowledge protection is particularly important, as information regarding novel exploitable solutions, human health and food safety such as is expected to result from the INNOECOFOOD project, can reasonably be expected to be commercially or industrially exploited. Thus, we **strongly encourage** all project partners to **assess whether their results can be exploited**, rather than immediately communicated through the traditional research publication channels.

Should INNOECOFOOD results be commercially or industrially exploitable and their protection possible, reasonable and justified, then the Partners that own the results must provide for adequate protection of the results during an appropriate period and in a suitable territory. Note that although IP protection is beneficial for a prospective commercial or industrial exploitation, it is not mandatory. The choice of the most suitable form of IP protection, as well as the duration and geographical coverage depends on the results at stake and related target markets, but also the business plans for their exploitation and legitimate interests of consortium partners.

If partners decide to communicate their results prior to (or instead of) exploiting them, the INNOECOFOOD project has set up a process through which project results will be evaluated carefully to assess whether there really aren't any potential exploitable results needing protective measures before being communicated, or results that might need to be carefully communicated if there might be a risk to consumers health. Therefore, besides the work package devoted to communication (WP8), Innovation and Intellectual Property (IIPC) and Communication Committees (CC) have been created within the management structure of the project (Figure 1).

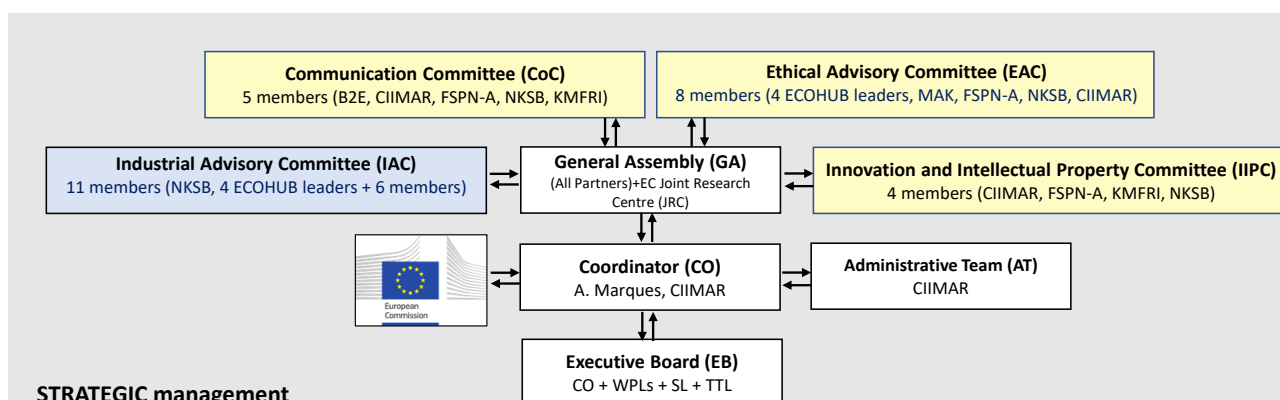


Figure 1. Strategic management structure of INNOECOFOOD.

The goals of the present document are: (i) to define the Terms of Reference (ToR) of the IIPC; (ii) to define the Terms of Reference (ToR) of the CC; and (iii) to describe the interaction between the IIPC, CC and WP8.

Rationale:

In order to carefully assess the project results, the responsibilities of the IIPC and CC are defined as well as the (anticipated) interactions among the IIPC, CC, WP8 and the General Assembly, and a protocol describing IIPC and CC procedures to ensure communication to regional, national and EU agencies, while still taking into account the WP8 – Training and Dissemination needs and activities carried out.

Teams involved:

IIPC: FSPN-Africa (Leader), CIIMAR, KMFRI, NKSB

CC: FSPN-Africa (Leader), CIIMAR, KMFRI, NKSB, B2E CoLAB

2. Terms of Reference (ToR) of the Innovation and Intellectual Property Committee (IIPC)

2.1. Goals and description

The INNOECOFOOD IIPC was created to:

- a) Assist partners in identifying Foreground (i.e. knowledge developed through the project), that could be subjected to protection, use and dissemination through publications and activity reports.
- b) Provide advice on the determination of Foreground ownership, management of joint ownership, granting access rights, freedom to operate, patentability, and choice between patents and other protections.
- c) Establish and adapt the exploitation plan of the project taking into account new industrial and market opportunities.
- d) Update the background of the project (i.e. any data, know-how or information that is held by the Partners before they acceded to the Agreement and needed to implement the action or exploit the results). If background is subject to rights of a third party, the Partner concerned must ensure that it is able to comply with its obligations under the Agreement.
- e) Monitor and recommend adjustments to dissemination activities proposed by Partners, recognising sensitivities around dissemination, which might jeopardise any intent to protect Foreground.

The IIPC is composed of five experts from the Partners who were appointed during the kick-off meeting (Matosinhos – PT, 7th-8th February 2024):

- Kalvince Otieno (FSPN-A) (leader)
- António Marques/Ana Faria (CIIMAR)
- Peter Odote (KMFRI)
- Nazlin Howell (NKSB)

2.2. Responsibilities

Since the IIPC has no capacity to undertake IP searches, i.e. carry out any consultancy work or binding advice on IPR, this committee will, therefore, have an advisory role, where opinions will be offered, while supporting the



development of knowledge transfer for high potential knowledge outputs (KOs) to targeted end-users. Partners will be advised to involve their local Technology Transfer Office(r)s (when available) and/or seek legal advice, if it is thought there is potential IP. Tasks, such as IP searches and freedom-to-operate analyses, need to be performed with the assistance of qualified IP professionals, with support from Technology Transfer Office(r)s, and will not be carried out by the IIPC.

Thus, the IIPC will be responsible mainly for (within the duration of the project):

- Helping to identify opportunities and requirements for IP protection in general.
- Performing screening and analysis, i.e. thorough assessment and evaluation of KOs, applicability and readiness.
- Prioritising of high potential KOs for progression to INNOECOFOOD knowledge transfer.
- Identifying opportunities to exploit INNOECOFOOD KOs for policy, industry, science and society.
- Helping to ensure that INNOECOFOOD results are disseminated to end-users in a way that results in maximum uptake, exploitation and impact.
- Designing initial KO Pathways: IIPC will support identification of impact for each KO. Pathways to this impact will be constructed and Target Users identified and profiled.
- Identifying impact measurement indicators for each step of the KO Pathway to facilitate tracking.
- Supporting transfer of potential IPR underlying promising innovations in fish, spirulina and insect production and processing sector.
- Reviewing the Dissemination and Exploitation Plan (DEP) document and providing recommendations.

2.3. IIPC internal procedures

IIPC has a maximum of 10 calendar days (for dissemination or communication activities, poster or oral presentations) to complete IP assessment.

1. The main author of a dissemination or communication activity involving results from INNOECOFOOD sends information on the intended dissemination or communication activity to the IIPC chair (Kalvince Otieno; o.kalvince@fspnafrica.org) with a completed IIPC/CC checklist (see [Annex 1](#)). Note that at the same time, the same information will need to be sent to the WP8 leader FSPN-A, Sharon Chacha (chacha.sharon@fspnafrica.org) (see section 4.1 and Figure 3 below for further details).
2. IIPC chair will immediately distribute all documents to one IIPC member for assessment, taking into account members' availabilities and burden of work across the IIPC committee overall.
3. Once the IIPC member receives the information, the assessment starts, consisting of:
 - a. Screening, i.e. if all information required from the author is included in the IIPC/CC checklist.
 - b. Review of all documents (the abstract, or the full (draft) publication or similar) to identify potentially exploitable information.
 - c. Identification of potential conflicts of interest related to authorship and institutions involved, including entities external to the consortium.
 - d. Confirmation, i.e. if the Foreground is from activities performed in the project or in collaboration with external entities or other projects.
4. If any information is lacking or insufficient, the IIPC member will request further details from the author and the IIPC assessment period (10 calendar days) is suspended until the author replies with all requested information.

5. If the IIPC indicates that the Foreground could (potentially) be considered commercially exploitable, no dissemination activities may be performed, and the dissemination process stops immediately.
 - a. In this case, first, the IIPC representative will inform the main author about this situation and request that the relevant partner(s), confirms whether these results indeed are commercially exploitable and indicate whether there is interest in exploiting such results, and how they want to proceed.
 - b. If no IP exploitation is envisaged by the owner(s) of the results, it is best practice to consider offering to transfer it to other consortium partners or third parties (see [Annex 2](#) for Partners' contacts), better positioned for the exploitation of the results and willing to seek their protection. In such case, the partners' or third parties must accept within 10 days.
 - c. If the owner(s) of the results, other consortium partners or third parties, do not assume the ownership and do not take the necessary measures to protect it, the IIPC assessment is complete with a recommendation from the IIPC member in the IIPC/CC checklist, the document is signed by the IIPC member and sent to the CC chair for assessment (following point 7 described below).
6. If the intended dissemination or communication activity does not involve exploitable results, the IIPC assessment is complete once the IIPC member recommendation(s) is/are included in the IIPC/CC checklist and the document is signed by the IIPC member.
7. If no exploitable information is identified, all documents (including the completed IIPC assessment and signature) shall be sent to the CC Chair (Benadict Isiaho, FSPN-A; benadict.isiaho@fspnafrica.org) with the IIPC chair in cc (Kalvince Otieno; o.kalvince@fspnafrica.org).

3. Terms of Reference (ToR) of the Communication Committee (CC)

3.1. Goals and description

The overall aims of the INNOECOFOOD CC are to:

- a) Support the consortium by suggesting strategies for communication of the project outcomes.
- b) Support identification of stakeholders.
- c) Establish close links with European, African and national and regional agencies/authorities responsible for food safety communication (especially the European Food Safety Authority, EFSA; Food and Agriculture Organization of the United Nations, FAO; European Parliament's Committee on Agriculture and Rural Development; and national food safety authorities) to ensure communication of project outputs that the General Assembly considers relevant for stakeholders (e.g. industrials, authorities, policy-makers, consumers).

The CC is composed of six experts from the Partners who were appointed during the kick-off meeting (Matosinhos – PT, 7th-8th February 2024):

- Benadict Isiaho (FSPN-A) (leader)
- António Marques/Ana Faria (CIIMAR)
- Peter Odote (KMFRI)
- Nazlin Howell (NKSB)
- Ana Rita Ribeiro/Patricia Gonçalves (B2E CoLAB)

3.2. Responsibilities

3.2.1. Check EC Requirements of Communication activities

Unless otherwise agreed with the granting authority, the Partners must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 of the Grant Agreement and in a strategic, coherent and effective manner. Before engaging in a communication or dissemination activity expected to have a major media impact, the Partners must inform the granting authority.

According to Article 17.2 of the Grant Agreement (Visibility — European flag and funding statement):

Unless otherwise agreed with the granting authority, communication activities of the Partners related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate): Funded by the European Union or co-funded by the European Union.

Moreover, according to Article 17.3 of the Grant Agreement (Quality of information — Disclaimer):

Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate): “Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.”

If a Partner breach any of the obligations above, the grant may be reduced.

PROTOCOL:

- CC Chair FSPN-Africa will check whether the Partners intending to disseminate have obliged to Grant Agreement Article 17.
- Partners responsible for a communication or dissemination of results shall include the EU emblem and disclaimer text, and FSPN-Africa and other CC members cannot be held responsible for any consequences related to any communication or dissemination of results not carrying the EU disclaimer.

3.2.2. Establish direct contact with expected target users of INNOECOFOOD outputs and communicate regularly about the project and its progress to build up rapport / close links

The CC shall establish links with European, African and national agencies/authorities responsible for food communication (especially EFSA, FAO, Food Standards Agency-UK, and national food safety authorities) to ensure a communication of project outputs that the General Assembly considers relevant for stakeholders (e.g. industrials, authorities, policy makers, consumers).

The Communication Committee will carry out the following activities:

PROTOCOL:

- Identify target & end users (e.g. from the project database, partners' existing contacts, and through the KOT process).
- Establish contact persons (at individual level) in organisations.
- Communicate regularly about the project and its progress to build up rapport / links and create interest.

3.2.3. Support the development of Knowledge Transfer Plans for individual Knowledge Outputs

Together with author(s), the WP leaders, coordinator and the IIPC and CC, will help develop and implement Knowledge Transfer Plans for KOs at the Transfer & Exploit phase.

More specifically, the CC will provide input as follows:

PROTOCOL:

- CC will suggest potential end users and related dissemination and transfer activities for target end users of KOs (project exploitation)

3.2.4. Encourage and remind all partners to be AMBASSADORS of EU-funding

The CC will encourage and support the INNOECOFOOD consortium in reaching end-users and also a broader (non-specialist) audience. All Partners shall communicate Foreground to demonstrate good use of public funding.

PROTOCOL:

At regular intervals, and at all consortium meetings, the CC will encourage and support the INNOECOFOOD consortium to communicate project Foreground. Suggested means include but are not limited to:

- **Social media** – through @INNOECOFOOD X account Partners are invited to share, (re)tweet and forward relevant information. Partners should aim to contribute to other Social Media channels, such a Linked In - [INNOECOFOOD](#), Facebook whenever possible. Support can be requested from FSPN-A.
- **Newsletters:** FSPN-A shall develop and distribute INNOECOFOOD biannual newsletters, but input from Partners regarding project Foreground is required. Partners are expected to send the newsletters to their contacts.
- **Press releases:** FSPN-A will take the lead in writing and publishing press releases, based on Partners' inputs and news. Press releases will be disseminated widely, and all Partners will be encouraged to distribute these at national or regional levels. Where Partners want to initiate writing of an article, they may proceed. They can contact FSPN-A for support in writing and editing and graphics and images, as required.
- **Publications:** When research Foreground becomes available, INNOECOFOOD Partners are encouraged to publish results in high-impact, scientific (peer-reviewed) journals. The INNOECOFOOD consortium shall comply with the Grant Agreement rules on open access publications.
- **Conferences:** Project Foreground should also be presented, as oral and poster presentations, etc., at major international events, such as WEFTA, SETAC, EAS conferences, EATiP assemblies, GFCM-CAQ, Aquanor, Foodintegrity, Primefish, Aquaculture Africa, Food Hydrocolloids. International and sector relevant conferences, meetings, etc., will be attended to communicate the results of the project to the maximum number of persons.

3.3. CC internal procedures

The CC has a maximum of 10 calendar days (for a dissemination or communication activity, a poster or oral presentation) to complete the assessment from the Communication perspective.

1. IIPC member sends all documents (including the completed IIPC assessment and signature in the IIPC/CC checklist) to the CC chair (Benadict Isiaho, FSPN-A; benadict.isiaho@fspnafrica.org).
2. The CC chair will distribute immediately all documents to one CC member for assessment, taking into account the members' availabilities and burden of work across the committee overall.
3. Once the CC member receives the information, the assessment starts, consisting of:
 - a. Ensuring acknowledgement of funding is included.
 - b. Suggesting additional dissemination channels, as necessary.
 - c. Confirming whether the content indicates any risks for consumers' health and, if needed, how it might best be communicated, e.g. informing national authorities in advance.
 - d. If needed, update the list of stakeholders that could be interested in the results and conclusions; and
 - e. Uphold legal requirements under General Data Protection Regulation (GDPR).
4. If any information is lacking or insufficient, the CC member shall request further details from the author and the CC assessment period (10 calendar days) will be suspended until the author replies.
5. The CC assessment is complete once the CC member recommendation(s) is/are included in the IIPC/CC checklist and the document is signed by the CC member.
6. The CC member will send the completed and signed IIPC/CC checklist to the main author, cc-ing the CC and IIPC chairs and coordinator and project manager, to confirm they can proceed with their intended communication or dissemination activity from the IIPC/CC point of view. This excludes any possible objection made by a project Partner during the parallel process.

3.4. WP8 internal procedures

Parallel to the process outlined above:

1. The main author of a dissemination or communication activity involving results from INNOECOFOOD sends information on the intended dissemination or communication activity to the WP8 leader FSPN-A (not less than 45 calendar days before the date for intended submission of results). Note that at the same time, the same information will need to be sent to the IIPC chair (Kalvince Otieno; o.kalvince@fspnafrica.org) with a completed IIPC/CC checklist (see above for further details).
2. The WP8 leader will immediately distribute the intention to communicate or disseminate project results to project Partners (see [Annex 2](#) for Partners' contacts), including sufficient information on the activity (at least an abstract), and inform the partnership about the prior notice rules and timelines.
3. Any objections should be sent to the main author and project coordinator within the stated timeframe, giving a clear justification of the objection. If no objections have been received and taking into account the outcome of the IIPC and CC procedure outlined above, it will be assumed the author can proceed with the dissemination or communication activity after the deadline.

4. Interaction between IIPC, CC and General Assembly

Considering the aims and responsibilities of the IIPC and CC, their position within INNOECOFOOD project management is between the consortium and end-users, interacting closely with the Dissemination Work Package (WP8). These committees will work closely together to ensure that they obtain all necessary information from WPs 1 to 7, and the CC will collaborate with WP8 to create and maintain a GDPR-compliant stakeholders’ contact database.

There will be a close collaboration and exchange of information among CC, IIPC, WP8, GA and Partners. Duties will be distributed among members of each committee to avoid overwhelming any individual. Kalvince Otieno (FSPN-A) for IIPC and Benadict Isiaho (FSPN-A) for CC shall oversee these activities.

4.1 Protocol providing guidelines for the IIPC, CC and GA

As stated before, since Foreground can be exploited, the project cannot communicate everything immediately or directly. The flow of information inside and from the INNOECOFOOD is illustrated in Figure 2 and 3.

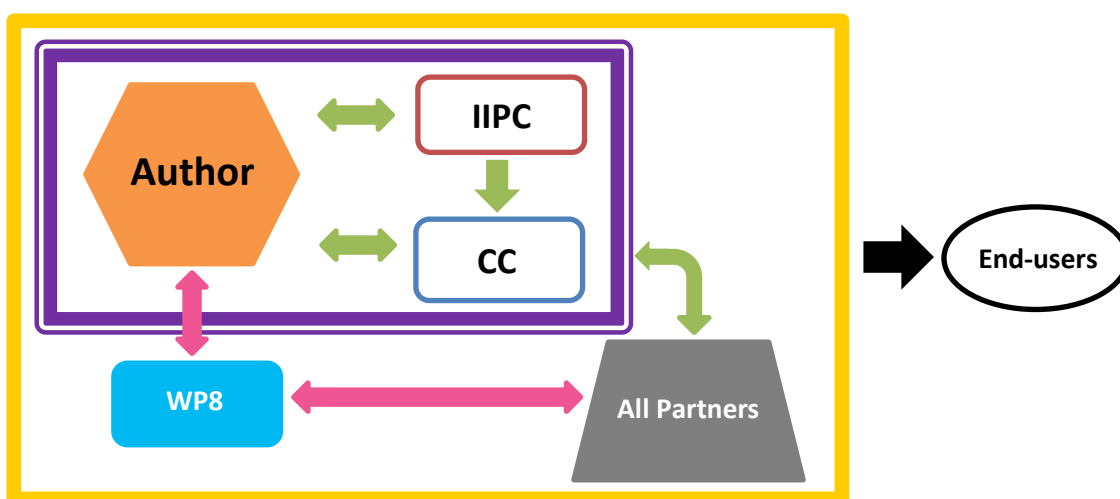


Figure 2. Summarising diagram indicating the established procedure around communication and dissemination activities (pink circuit: prior notice; green circuit: IIPC/CC assessment).

The flow of information process occurs in two circuits: “prior notice”, which is represented in pink and “IIPC/CC assessment” highlighted in green (Figure 2). Every time an author intends to disseminate, they shall notify WP8 leader FSPN-A (Sharon Chacha; chacha.sharon@fspnafrica.org) and the IIPC (Kalvince Otieno, FSPN-A; o.kalvince@fspnafrica.org) of that intent in order to initiate both circuits.

- Prior notice circuit (pink arrows):

A Partner that intends to disseminate must give the other Partners advance notice (together with sufficient information on the dissemination), according to the Consortium Agreement:

“Prior notice of any planned publication shall be given to the other Parties at least forty-five (45) calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement by written notice to the Coordinator and to the Party or Parties proposing the dissemination within thirty

(30) calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.”

“If an objection has been raised, the objecting Party can request a publication delay of not more than ninety (90) calendar days from the time it raises such an objection. After ninety (90) calendar days the publication is permitted, provided that the objections of the objecting Party have been addressed.”

- Partners that plan to publish (any type) shall send an e-mail describing their intent to the WP8 leader FSPN-A (contact person: Sharon Chacha; chacha.sharon@fspnafrica.org), at least 45 calendar days in advance (peer-reviewed publications and any other type of communication or dissemination activity).
 - Authors shall provide the publication as well as information about where it will be published and when.
 - FSPN-A will immediately send the information to project Partners (see [Annex 2](#) for Partners’ contacts), reminding Partners of prior notice rules.
 - Any objection to the planned communication or dissemination activity shall be made in accordance with the Grant Agreement in writing to the author, project coordinator and WP8 leader until 30 days after receipt of the notice. If no objection is received before the set date, the author can assume that Partners do not object to the planned publication.
- IIPC/CC assessment circuit (green arrows):
 - Each Partner that plans a dissemination or communication activity (of any type) shall also send an e-mail of their intent to the IIPC chair (Kalvince Otieno, FSPN-A; o.kalvince@fspnafrica.org) describing the activity with the completed IIPC/CC checklist (see [Annex 1](#)).
 - IIPC shall follow the internal assessment procedures described in Section 2.3.
 - Once complete, the IIPC member will send the documents to the CC chair (Benadict Isiaho, FSPN-A; benadict.isiaho@fspnafrica.org), unless exploitable Foreground is identified by the IIPC member.
 - CC shall follow the internal assessment procedures described in Section 3.3.
 - Once complete, the CC member will send the documents to the author, with the CC chair, IIPC chair and coordinator in cc.
 - It is recommended that where individuals are out-of-office, they should either nominate a colleague to deputise or not object within the deadline; the coordinator, WP8 leader and IIPC/CC representatives shall respect the need to make deputised individuals aware of publications/communication activities. Timelines for approval of disclosure will only be suspended when a Partner raises an objection or requests additional information.
 - Absence of response from any Partner (30 calendar days) shall be interpreted as no objection(s).
 - Following approval by the Partners or absence of response, author(s) can disseminate Foreground to target and end-users, subject to including the required acknowledgements and disclaimer.

The Figure 3 illustrates both pink and green circuits with the timeline associated:

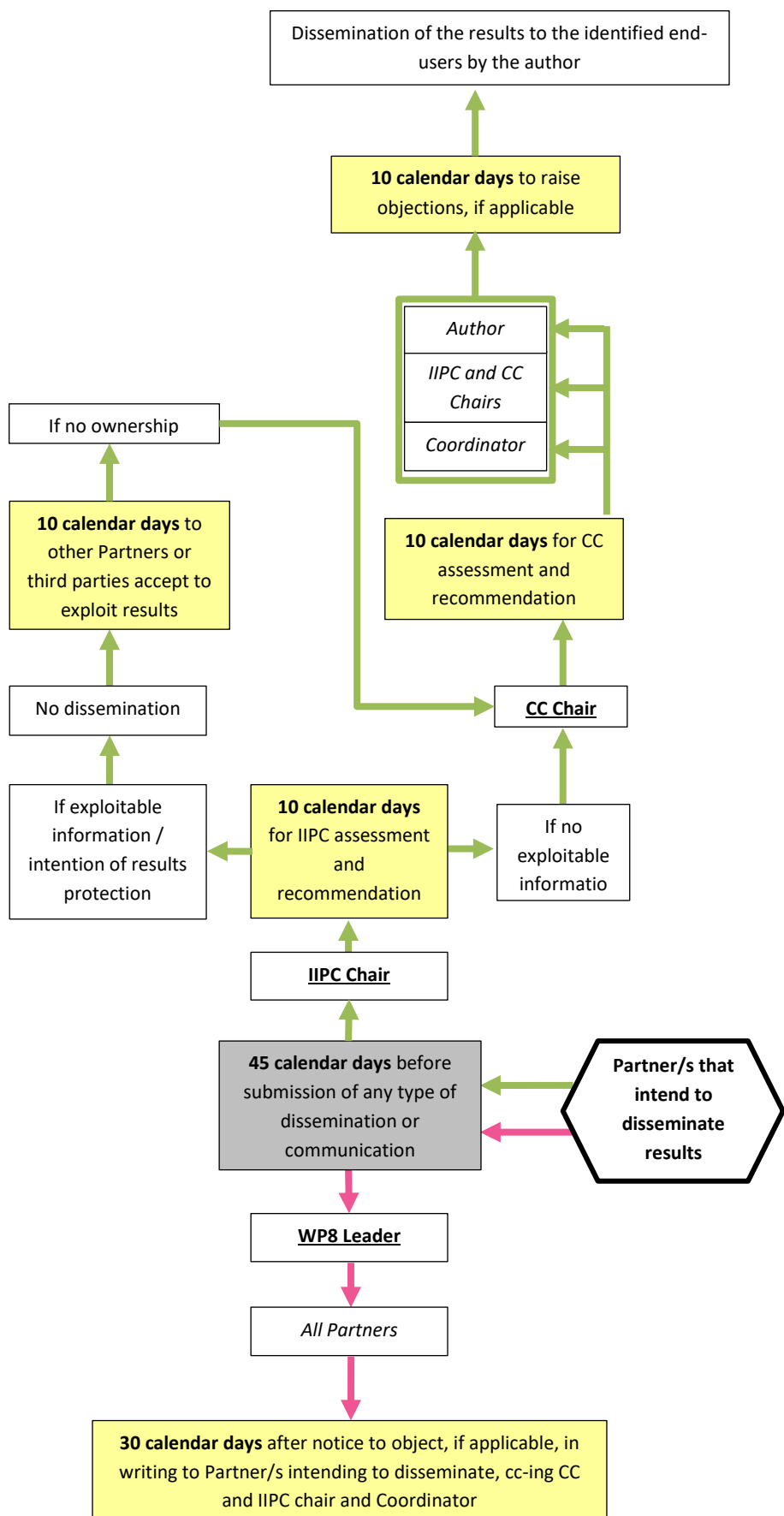


Figure 3. Pink and green circuits (represented by arrows) description and resume with timeline.

4.2 Gathering information on the project outcomes

WP8 will collect Knowledge Outputs generated using the KOT template and through interviews with Partners. FSPN-A will analyse the information provided and, together with the Partners, identify high potential Foreground. FSPN-A will pass these to the IIPC, following the protocol outlined in the DEP – Section 2.2. For high potential KOs for which KO Pathways will be elaborated, FSPN-A will develop Knowledge Transfer Plans that will be passed on to the IIPC for approval.

4.3 Establish links and communicate sensitive information to national, African and EU agencies

It is important to establish regular contacts with EU, African and national authorities on food safety and quality (ex. FAO, EFSA). Therefore, the CC will maintain the authorities informed on the development of the project dissemination on a periodic basis through the annual e-newsletters and factsheets.

Outputs considered relevant to end-users, other than commercial organisations or individuals (e.g. EU and national authorities responsible for food safety and risk communication), and not exploitable or patentable by Partners, shall be communicated to end-users. The KOT template will help identify end users for each KO and Partners involved in the KO are expected to support identification of end users at a detailed level.

Where the KO concerns a scientific publication, authors shall ideally provide the publication (draft copy) or otherwise the abstract/summary. Furthermore, during events related to specific KOs, EU, African and national authorities shall be invited by the CC to attend the events.

Annex 1

Table 1. IIPC/CC checklist for screening of dissemination and communication activities to ensure protection of results. Cells in grey to be filled by author, cells in yellow to be filled by IPC and cells in green by CC.

IIPC and CC Checklist previous to dissemination	Yes/No	Description / Comments
Title of the Dissemination or Communication Activity		
Type of Dissemination or Communication activities, including details on names, dates, places, etc. <i>Scientific Publications: Article in Journal, Publication in conference proceedings/workshop, (Chapter in) Book/Monograph, Thesis / dissertation.</i> <i>Dissemination and Communication activities: Organisation of a Conference or Workshop, Press release, Non-scientific and non-peer-reviewed publication (popularised publication), Exhibition, Flyer, Training, Social Media, Website, Communication Campaign (e.g. Radio, TV), Participation to a Conference or Workshop, Video/Film, Brokerage Event, Pitch Event, Trade Fair, Participation in activities organized jointly with other EU projects, Other.</i>		
Where to find it (if it is/will be published) <i>Give information on where to find the Dissemination or Communication Activity if it will be in the public domain, e.g. website address, scientific journal details, etc.</i>		
Have all contributors to the Dissemination or Communication Activity been included in the author list where relevant, or are otherwise properly acknowledged? <i>Include the names of the authors here.</i>		
<ul style="list-style-type: none"> Have different institutions been involved in the Dissemination or Communication Activity? 		<ul style="list-style-type: none"> Answer to question one: Answer to question two:

<ul style="list-style-type: none"> If yes, have you taken care of ownership issues? How? 		
<p>IPC and CC Checklist previous to dissemination</p>	<p>Yes/No</p>	<p>Description / Comments</p>
<p>Is acknowledgment to EU included?</p> <p><i>Note: always include the statement indicated in the INNOECOFOOD Brand Guidelines into any INNOECOFOOD Dissemination or Communication Activity</i></p> <p><i>If possible, also include the EU emblem.</i></p>		<p>This project has received funding from the European Union’s Horizon Innovation action under Grant Agreement no. 101136739 (INNOECOFOOD).</p> <p>Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union, nor the granting authority can be held responsible for them.</p>
<p>To which part of the INNOECOFOOD project does the Dissemination or Communication Activity correspond?</p> <p><i>Include WP number and, if possible, tasks numbers.</i></p>		
<p>Does the Dissemination or Communication Activity include work originating from non- INNOECOFOOD work, e.g. from other EU or nationally-funded projects?</p> <p><i>Include name/code (Grant Agreement number) of the project</i></p>		
<p>Is the Dissemination or Communication Activity considered to be commercially exploitable?</p> <p>If yes, by other project partner(s) (give indication of which ones) or external sources?</p>		<ul style="list-style-type: none"> Answer to question one: Answer to question two:
<p>Do all authors agree on this Dissemination or Communication activity?</p> <p><i>Declaration of the main/corresponding author.</i></p>		
<p>Does the information contain any personal data?</p>		
<p>If personal data is included, has permission been obtained for the public use of such data? If yes, please include</p>		

<p>this.</p>		
<p>Do all authors agree on the Dissemination or Communication Activity being disclosed at the INNOECOFOOD channels (website and stakeholders database) once accepted/ presented?</p> <p><i>A declaration of the main/corresponding author indicates that all partners agree.</i></p>		
<p>Does your Dissemination or Communication Activity indicate any risks, for example, to consumers' health or safety, fish, spirulina and insects sector's reputation, and hence needs to be carefully communicated?</p> <p><i>In order to evaluate your results you can think about the following questions:</i></p> <p><i>a) Is there anything in the activity that indicates that fish/spirulina/insects is detrimental to a person's health? If so, is this communicated in an objective and balanced way?</i></p> <p><i>b) Can all of the information presented in this activity be backed up by raw data?</i></p> <p><i>c) Does this dissemination/communication seem sensationalist in any way?</i></p> <p><i>d) Is this dissemination/communication underplaying the facts in any way?</i></p> <p><i>e) Is this dissemination/communication biased towards any interested parties in any way?</i></p> <p><i>f) Can somebody make use of your results and/or conclusions to highlight risks for consumers' health and hence need to be carefully communicated?</i></p> <p><i>g) Is there any personal data (text or imagery) contained in the information?</i></p> <p><i>h) If yes, has permission been obtained for the release of personal data? Please include this.</i></p>		

<p><i>If risks are indicated by the author(s), the CC may be given the opportunity to suggest a re-wording of text, and if necessary, will discuss how to interact/communicate with national and EU authorities responsible for protection against the risk identified.</i></p>		
<p>Which are the stakeholders that could be interested in knowing about the results and the conclusions of your Dissemination or Communication Activity? <i>Choose the relevant target group(s) among:</i> <i>A) Policy/decision makers</i> <i>B) Industrial and consumers organisations</i> <i>C) Food producers/processors</i> <i>D) Other stakeholders (please specify)</i></p>		
<p>Have you already decided on the dissemination and communication means to deliver your activity to your target audience? If yes, please indicate.</p>		
<p>IIPC recommendation to GA</p>		
<p>CC recommendation to GA</p> <p>Are the results sensitive from a risk communication perspective?</p> <p>Does the CC recommend (additional) dissemination and communication channels?</p> <p><i>E.g.: presentation at conferences, press release, publication in peer reviewed journal, etc...</i></p>		<ul style="list-style-type: none"> • CC answer to question one: • CC recommendations for additional dissemination and communication channels

Authorizations

Main author publication	IIPC representative	CC representative	Project Board representative (Ana Faria)
Date: Signature:	Date: Signature:	Date: Signature:	Date: Signature:

Annex 2. Table 2. INNOECOFOOD Partners’ contact list.

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Annex 3. Guide on Prior Notice Process – PROTOCOL





INNOECOFOOD - Eco-innovative technologies for improved nutrition, sustainable production and marketing of agroecological food products in Africa

Grant agreement no: 101136739

QUICK GUIDE ON PRIOR NOTICE PROCESS

Unless it goes against their legitimate interests, each INNOECOFOOD beneficiary is **obligated to exploit or disseminate** their results, as soon as possible.

Beneficiaries that intend to disseminate their project results must give the other beneficiaries **advance notice** together with sufficient information on the results they will disseminate. Other beneficiaries may object to the dissemination activity if they can show that their legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests.

All official EC rules can be consulted here: Grant Agreement (GA) Annex 5; Consortium Agreement (CA) Article 8.4.2.

In INNOECOFOOD the process around ensuring that we adhere to the rules outlined above is the “**Prior Notice Process**”, which is outlined in detail in the INNOECOFOOD Innovation and Intellectual Property Committee (IIPC) and Communication Committee (CC) Terms of Reference (ToR). This quick guide is a summary.

During the Project and for a period of one (1) year after the end of the Project, the dissemination of own Results by one or several Parties including but not restricted to publications and presentations, shall be governed by the procedure of Article 17.4 of the Grant Agreement and its Annex 5, Section Dissemination, subject to the following provisions.

Prior notice of any planned publication shall be given to the other Parties at least forty-five (45) calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement by written notice to the Coordinator and to the Party or Parties proposing the dissemination within thirty (30) calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.

PRIOR NOTICE PROCESS – PROTOCOL

- Beneficiaries that plan to disseminate project results must send an e-mail with their intention to the (i) Communication Committee Chair (Benadict Isiaho, FSPN-A) and (ii) Innovation Property Committee Chair (Kalvince Otieno, FSPN-A), with the (iii) Project Coordinator (António Marques, CIIMAR) and (iv) Project Manager (Ana M. Faria, CIIMAR) in cc:

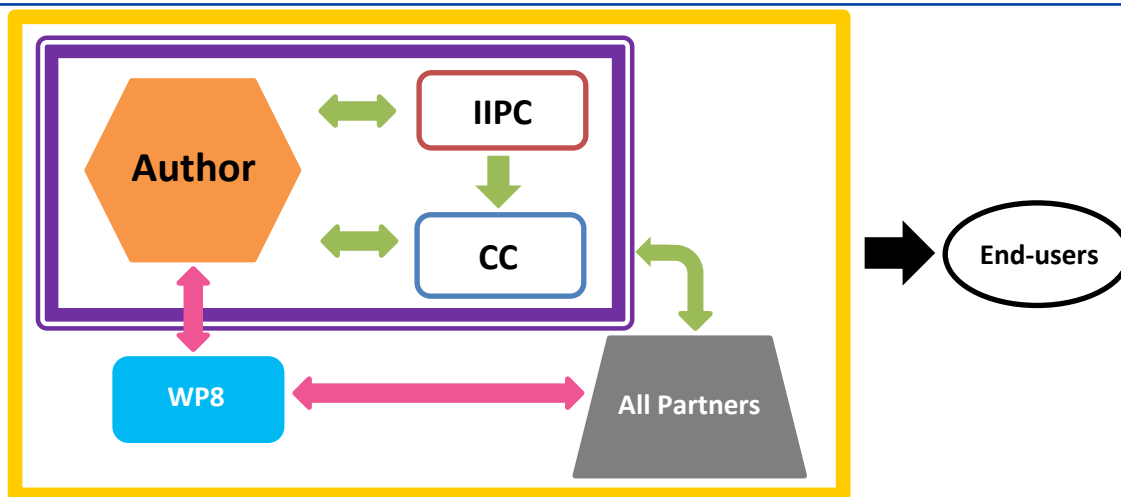
- not less than **45 calendar days** in advance of a scientific publication, poster and oral publications / presentations.

Email addresses: o.kalvince@fspnafrica.org; benadict.isiaho@fspnafrica.org; amarques@ipma.pt; afaia@ciimar.up.pt

- Along with the intention, beneficiaries should provide the following information where possible:
 - Type of dissemination activity (i.e. publication; conference; workshop; etc)
 - Where and when the activity will happen (i.e. which journal you are submitting your work to; the conference you are attending, etc)
 - Abstract (at a minimum), but ideally the full draft publication / presentation / information
 - List of authors
 - Complete IIPC/CC checklist

FSPN-A and the IIPC chair will then follow the communication and dissemination activities procedures outlined in detail in the IIPC and CC ToR and in summary below.

NOTE: Promoting the project and disseminating general information about the project that is already freely available (i.e. the objectives of the project; expected results), requires prior notice (without the need of approval by the consortium) and does not require an IIPC or CC assessment.



Summarizing diagram indicating the established procedure around communication and dissemination activities (pink circuit: prior notice; green circuit: IIPC/CC assessment).

- ✓ **WP8 – FSPN-A:** will send the information to the consortium, reminding beneficiaries about the prior notice rules. Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the author and the coordinator. If no objection has been received before the set date, the author can assume that partners consent to the planned publication.
- ✓ **IIPC chair and committee:** will review the information and carry out the IIPC assessment. The IIPC may request further information from the authors. The IIPC will send all information to the CC, if the activity does not involve exploitable results.
- ✓ **CC chair and committee:** will review the information and check EC communication activity requirements. Additional information may be requested.

• **Timelines:**

WP8 – FSPN-A: Notice to the consortium will be issued immediately. Any objection to the planned dissemination activities must be made in writing to the Coordinator and to the Party or Parties proposing the activity within **45 calendar days** after receipt of the notice in the case of publication, oral communication or poster.

IIPC Assessment period = 10 calendar days (if no further information is requested/required from the author)

CC Assessment period = 10 calendar days (if no further information is requested/required from the author)